

## REV. LAHEY TALKS AT LUNCHEON FOR CHAMBER MEMBERS

Notre Dame Priest Addresses  
Club on "Business  
Psychology."

"The Psychology of Business" was the subject of an interesting address by Rev. Thomas Lahey of Notre Dame university at the Chamber of Commerce luncheon Monday noon. He discussed the necessity of a knowledge of people in connection with the business selling.

"Each man in business," he said, "has two things to deal with: the things he wants to sell and the person to whom he wishes to sell. He knows all about the article he is selling, but the people he desires to sell to are a changing, always different value. That is because each person measures the things he sees or hears by his past experience, and the past experience of each person is different."

"There are a few things, however, that we have been able to learn about all people. We know, for instance, that we have a common interest in animals, that we all like to get something for nothing, and that we all love a fight. We like to collect things and we like to play. These things we know, and can use to our advantage, but there are other things that we can learn."

"Keeping the eyes and ears open is the best way to learn the characteristics of those with whom we are dealing, but we can learn through experience, although experience is a slow and hard teacher, and we can experiment in the psychological laboratory."

Rev. Lahey, in this connection, cited instances of huge fortunes made by persons who had simply seen the things at which they were looking and had taken advantage of what they saw. He told of others who had profited by the experiences of others, and still more who had been able to use the results of laboratory experiments with great success.

"Experiments have shown," he said, "that women like the color red. It is for this reason that baby shoes with red tassels never go out of style. Men like the color blue, and there is a good reason for it. Blue stripes or checks. Experiments have shown the positions in an advertisement which the eye strikes first, and the size and shape of an ad that is most pleasing to the eye. We are all ready to take advantage of this."

"Constant observation of our fellow humans cannot help but aid us when we are ready to 'sell' them on our proposition."

Robert M. Snyder announced the luncheon to be held next Wednesday noon at the Oliver hotel when the putting of the scout work in South Bend on a firm financial basis will be discussed by those interested.

Members of the Chamber of Commerce and all other organizations were invited.

Four suits for divorce have been filed in superior court No. 2, in which two wives and two husbands are seeking decrees.

Lottie Muffi charges that her husband, Robert Muffi, called her names, falsely accused her of infidelity, beat her, and came home intoxicated. She seeks the custody of their two children. They were married Jan. 29, 1912, and separated March 27, 1922.

Leon R. Cheeseman has filed an action for divorce against Margaret E. Cheeseman, 1161 Harrison st., Laporte, Ind., charging that she was guilty of cruelty in her conduct towards him. Their marriage lasted from Sept. 12, 1919, until December of last year.

Deanne Seifert charges that her husband compelled her to work out in the fields while he loafed and spent their earnings. He also called her names and swore at her. She seeks \$1,000 alimony.

Charles Montine alleges that his wife Edith Montine had an ungovernable temper, swore at him, grew sullen and morose at times, and again nagged him. They were married Nov. 1, 1905, and separated Feb. 25, 1922.

Baby Boy to "Carry On"

Work of Dead Scoutmaster

When you say cigars—say Dutch Masters

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FOR BULK DELIVERY

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"AN INSTITUTION OF QUALITY"

## Mismatched Couples In U. S. Cause Divorce to Increase, Jurist Notes

What is the solution of the divorce question? Why have so many marriages proved a failure?

One of the closest students of the divorce problem in the United States, Judge Thomas F. Graham, for 20 years on the superior court bench at San Francisco, has earned the title of "The Great Reconciler" for solving the marriage tangles of many couples.

He has written his observations into five articles, appearing in The News-Times daily.

BY JUDGE THOMAS F. GRAHAM,  
Judge of Superior Court, San Francisco.  
(Written for International News Service.)

SAN FRANCISCO, April 2.—In a newspaper Sunday supplement of a few weeks ago there appeared a long list of divorces and their sordid stories. The subject was American marriages which had been married, or rather, been sold to fortune hunters in return for titles. The moral was obvious that kind of marriage was for the novelist to deal with in his romance.

Plain cases of desertion, infidelity and misunderstanding among people in ordinary circumstances are not for the novelist—they are for the students of our social system, the philanthropist and the law. Something is wrong in the great social body of which title-seeking marriages are as one in thousands. So the real significance in the article lies in the fact that the subject of mismatched couples is a large one in the public eye.

The number of divorces that fill our courts has aroused deep mistrust for the future among our solid and conservative citizens and particularly among the clergy, who regard the bonds of matrimony as holy and, once accepted, to be unbroken during lifetime.

"Countless Marriages of Clay," There is a saying, sprung from

Picture such a ride, early some spring morning when the roads are clear and the mist is still drifting over the clean country landscape with the sun coming up over the hills far ahead. With your motor singing a soft, cozy hum, you thoroughly enjoy the scenery and breathe the pure, invigorating country air.

Such a jaunt is made particularly enjoyable when you're mounted on a Harley-Davidson, "World's Champion Motorcycle."

Have you ever sat astride living power and had it carry you off, like a winged Mercury, over road and long, up hill and down at any gait you chose?

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some foot, no doubt, that marriages are made in heaven. All happy marriages are, but after years in a divorce court studying over the "effort to break the bonds made daily, an impartial observer is forced to the belief that countless marriages are of clay. There is something wrong here, yet how to deal with it?

Many good people, with the best intentions on earth, will say that the divorce laws should be entirely repealed. They point to statistics of the growth of this evil as evidence of the social dissolution of our country and ask what we are to do.

That divorce has increased at an appalling rate, so far as statistics go, is true. Yet who can say that the percentage of happy marriages was higher a century ago. "That, now?" This means that we must accept the fact of the fuller personal liberty granted woman in later years. Time was when woman was a chattel, when a man's right to beat or use his wife as a slave was unquestioned. Now a man may not so misuse a dumb animal without fear of arrest and prosecution.

Thus it appears that with fuller liberty has come complete human equality, the desire of the public to take a hand in private affairs and, in what particularly interests us, to allow woman to free herself from her husband's tyranny and abuse. Of course, the husband's rights are of equal standing with a wife's in a divorce action, yet it must be considered that in the olden times the husband might cast off his wife with greater ease by far than he can now.

"Looked On With Dislike," While divorce is of comparatively recent origin as compared with the institution of marriage it has always

been looked on with dislike by conservative people.

A generation ago a "grass widow" was more or less ostracized from her own set. The term "grass" implied contempt, and a woman would rather undergo any kind of domestic torture, if she was the kind to wince under the world's unkindnesses, rather than obtain the title. Now to say that Mrs. Jones is not living with her husband does not mean that she is any the less welcome among her social set. But here comes the rub. Society ceases to be shocked if Mrs. Jones or Mr. Jones is waiting for a final decree to marry the current newspaper phrase terms an affinity. But the unhappy outcome of marriages arising from the disregard of social convention seems to be acting as a check in this regard.

So, with all the looseness of the present view, the old institution of marriage maintains its hold upon society, the best and greatest guarantee of the world's future.

DRY ISSUE ENTERS  
IN SANDER'S RACE

GARRETT, Ind., April 2.—Prohibition became a definite issue in the Indiana senatorial campaign today.

Dr. Jesse A. Sanders, aspirant to the democratic nomination made public a statement declaring the fourth and eighth amendments to the federal constitution cannot live under the same roof.

"As the issue presents itself to me," Dr. Sanders said, "the American citizen must make choice between constitutional liberty under the fourth amendment to the constitution or the surrender of that liberty under the 18th. I do not hesitate a moment to cast my lot with constitutional liberty."

The 18th amendment is not only unconstitutional, Dr. Sanders holds, but it also violates the true province of the law, which is not designed to regulate what an individual must eat, drink or wear.

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## MINISTERS PLAN PULPIT EXCHANGE

"Fellowship Sunday" is May  
Event—Plan Luncheon  
for Pastors' Wives.

A resolution offering sympathy to the families bereaved by the drowning of eight South Bend scouts at Mackinac lake recently was passed at the meeting of the ministerial association Monday morning at the Y. M. C. A. Rev. J. A. Burnett, Rev. B. D. Beck and L. G. Colson composed the committee appointed to draw up the resolution.

It was decided that the association observe "Fellowship Sunday" some Sunday during the month of May. At that time the ministers of 36 churches in the city will exchange pulpits.

G. A. Fish, of the county Sunday school association, asked the cooperation of the ministers of the city in "Girls and Mothers' week," which will precede Mothers' day, May 14.

Rev. A. E. Monger read a paper on the "Use and Abuse of the Movies."

The wives of the members of the association will be entertained at luncheon next Monday noon at the Y. M. C. A.

BUSH MAN SAVES GIRL  
NEW YORK, April 2.—Wounded in the foot by a poison spear brought from Africa, Ursula Gillis' life was saved when a former bush man, now a servant, sucked the wound and gave her tribal first aid.

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## French Apaches Form Band in New York For Crime, Police Believe

NEW YORK, April 2.—French Apaches, most dangerous thugs of the Paris underworld, have formed a gang in New York, police believe today.

Their first crime was committed Sunday when they held up Mr. and Mrs. Albert Stuckert and eight servants in their Washington Square home and made away with \$80,000 in jewelry. One of them was captured and gave the name of Eugenio Diasteta, French sailor.

Numerous other robberies gave New York a Sabbath of crime. The day was ushered in with a Wild West hold-up near Chelsea, N. Y., where an army of 40 bandits, traveling in seven motor cars, halted a freight train under the impression it was the "silk and money" special from Chicago. They broke into several cars but their loot was small.

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